

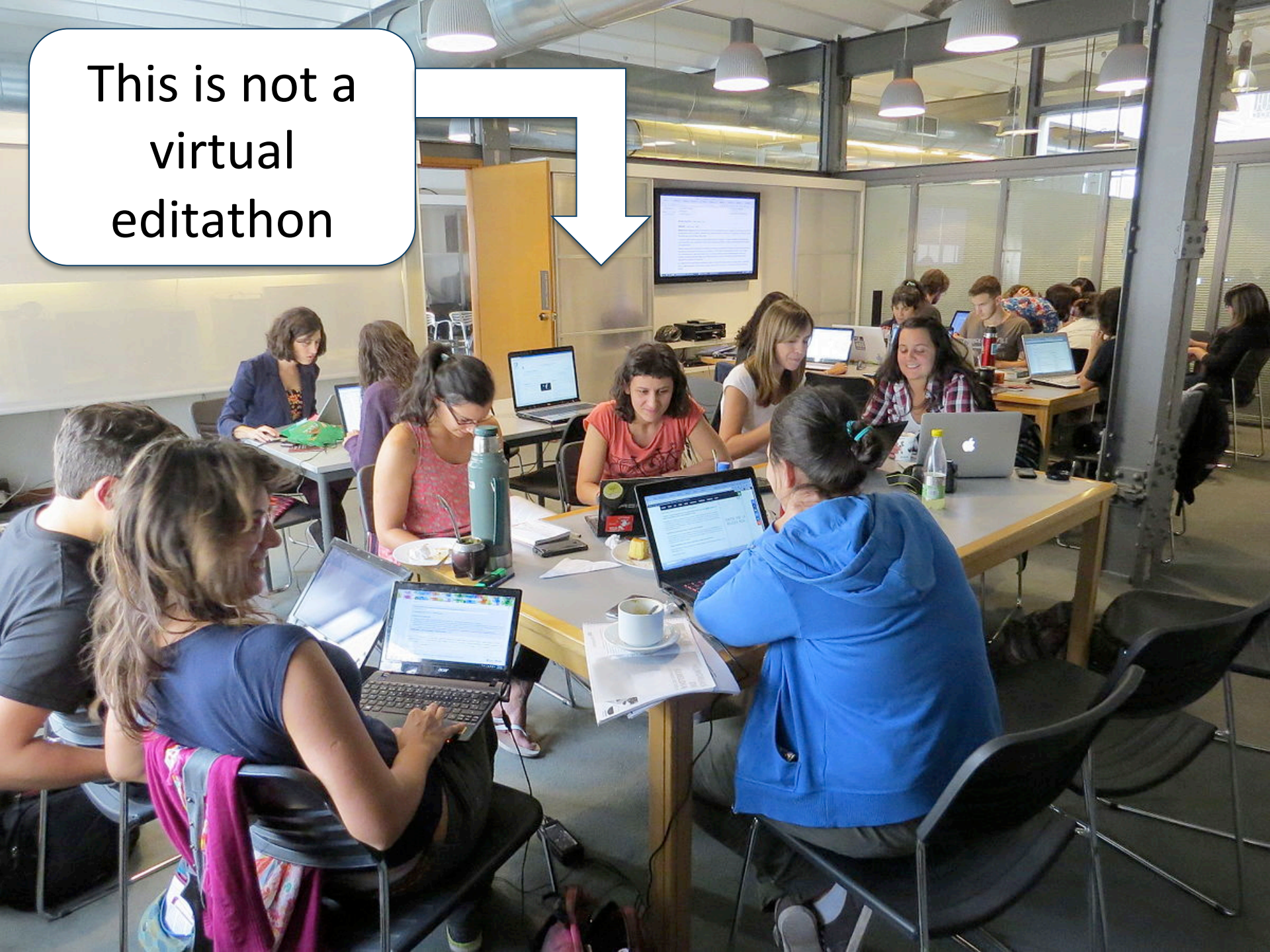
# How to Design & Run a Successful Virtual Edit-a-thon

... using the example of an event which ran for 31 days, attracted 71 participants, generated 841 articles, and cost \$0


... a Lightning Talk

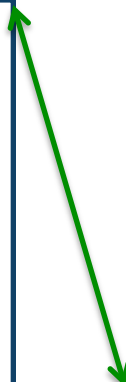
Rosie Stephenson-Goodknight | user:Rosiestep | @Rosiestep  
GLAM Boot Camp | #GLAMwiki  
National Archives | Washington, DC  
16 June 2016 | CC-BY-SA-3.0

This is not a  
virtual  
editathon



# DESIGN STRATEGY - KEY POINTS

- 
1. Determine objective(s)
  2. Define scope
  3. Organize people
  4. Affiliate with a partner?
  5. Optimize timing
  6. Pre-event deliverables
  7. Choose tools
  8. Project management
  9. Post-mortem evaluation

- 
1. Branding
  2. Theme
  3. Meetup page
  4. Redlists
  5. Comm Plan

# OBJECTIVE & SCOPE

## Determine Objectives(s):

- Support for a ground event?
- One time or multi-event?

## Define Scope:

- How broad?
- How narrow?
- Problems with setting boundaries? What do you do?

# MONEY




- What will it cost to run this event?
- Where will you get the money?
- Grant?
- Contest? Amazon gift vouchers?

- Be creative!
- It can be done for \$0!

# PEOPLE

- Identify Event Facilitator(s)
- Engage with your editor base
  - Recruit Event Coordinators
  - MassMessage to your initial Participants' List
  - Hand deliver invitations to later editors
  - Non-invited Participants will also want to participate
- Differentiate between Contributor and Participant
- Deal politely with Negative Nellies

# PARTNER?

- 
- If applicable to the objective or scope, align with a partner org
  - Allot enough time (weeks/months) in advance of the event to develop a plan which you can both agree to
  - Identify best communication channel with the org's liaison
  - Identify liaison, project timelines, and deliverables

# TIMING

## **When:**

The timing has to work for the facilitator + the partner organization (if applicable) + your volunteer editor base

## **Duration:**

3 days? 2 weeks? 1 month? 9 months?



# PRE-EVENT DELIVERABLE #1: BRANDING & THEME



- Brand awareness
- Logo(s)
- Look/feel
- Colors
- Images

# PRE-EVENT DELIVERABLE #2: MEETUP PAGE

- Hashtag
- Authority control
- Stub options

- Event template
- Wikiprojects


## Infobox:

- Dates
- Host, Facilitator, Sponsor
- Hashtag
- Social media
- Concierge Button

- Header
- Participants' List
- Redlist(s) & redlinked images
- Outcomes
  - New articles
  - Improved articles
  - New images
- Newbie How-To
- Add these to articles
- Add these to article talkpages
- Press
- External links
- Navbox
- Categories

# PRE-EVENT DELIVERABLE #3: REDLISTS

- **Definition:** a redlist is a list with redlinks\*
- **Objectives:**
  - Identify redlinks in a sortable list
  - Turn redlinks into bluelinks
- **Development:**
  - Curated by an expert
  - Crowd-sourced
  - Meta-data-generated
- **Intertranswiki:** Some redlinks have an article in other language Wikipedia; others don't



\***Note:** Not all redlinks meet Notability policy.

# PRE-EVENT DELIVERABLE #4: COMMUNICATIONS PLAN

## Templates:

- Invitation
- Thank You
- Specialized Barnstar
- Talkpage Event Banner

- Project talkpage
- Chapter email list
- Hashtag
- The press

## Social Media:

- Twitter
- Facebook
- Pinterest





area

## Dame Elizabeth Violet Maconchy Le Fort

DBE (19 March 1907 – 11 March 1992)

### Early development and artistic training



The animal painter **Rosa Bonheur** was born on **16 March 1822** in **Bordeaux**, the child in a family of artists.<sup>[4]</sup> Her mother was **Sophie Bonheur (née Marquis)**, a painter; she died when Rosa Bonheur was eleven. Her father was **Oscar-Raymond Bonheur**, a **landscape and portrait painter**. The Bonheur family adhered to **Saint-Simonianism**, a **Christian-socialist** sect that promoted the education of women and men. Bonheur's siblings included the animal painters **Auguste Bonheur** and **Jules Bonheur** and the animal sculptor **Isidore Jules Bonheur**. **Francis Galton** used the name "**Hereditary Genius**" in his 1869 essay of the same name.

One of the Twitter banners used during  
Women in Red's  
March 2016 virtual editathon

@wikiwomeninred

## TOOLS


- Lots of choices
- What works for you?
- Try something new; if you don't like it, switch.



## PROJECT MANAGEMENT

- Learn the basics
- Rely on others
- Anticipate that you'll need to make changes along the way

# POST-MORTEM

- 
- Article clean-up:
    - Add stub tags, Authority Control, etc. to article
    - Add Event Talkpage Banner, and project banners to talkpages
    - Rescue what can be rescued from AfD
  - Conduct a lessons-learned with the coordinators and/or sponsor
  - Survey the participants and the contributors
  - Debrief on the talkpage - seek feedback - don't steer the conversation.
  - Develop and/or append a "Tasks" list for your next event

# CREDITS

## Image credits:

- [https://commons.wikimedia.org/wiki/File:Sitting\\_editing\\_Wikipedia\\_\(drawing\).svg](https://commons.wikimedia.org/wiki/File:Sitting_editing_Wikipedia_(drawing).svg) (slide 1)
- [https://commons.wikimedia.org/wiki/File:Logo - GLAM Boot Camp.svg](https://commons.wikimedia.org/wiki/File:Logo_-_GLAM_Boot_Camp.svg) (slide 1, 17)
- [https://commons.wikimedia.org/wiki/File:Editatón Mujeres en el arte y la cultura de Uruguay 3.JPG](https://commons.wikimedia.org/wiki/File:Editatón_Mujeres_en_el_arte_y_la_cultura_de_Uruguay_3.JPG) (slide 2)
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- [https://commons.wikimedia.org/wiki/File:Rosabonheur 16 March.png](https://commons.wikimedia.org/wiki/File:Rosabonheur_16_March.png) (slide 13)
- [https://commons.wikimedia.org/wiki/File:Women in Red logo.svg](https://commons.wikimedia.org/wiki/File:Women_in_Red_logo.svg) (slide 13)

## Virtual editathon example:

- [https://en.wikipedia.org/wiki/Wikipedia:Meetup/Women\\_in\\_Red/8](https://en.wikipedia.org/wiki/Wikipedia:Meetup/Women_in_Red/8)



Thank You

## How to Design & Run a Successful Virtual Edit-a-thon

... using the example of an event which ran for 31 days, attracted 71 participants, generated ~839 articles, and cost \$0

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Rosie Stephenson-Goodknight | GLAM Boot Camp | Washington, D.C. | 16 June 2016